

What is your customer's experience in the interaction?

A richly valuable yet readily available source for increasing both loyalty and profitability is left untapped at most companies. A source that can increase customer satisfaction up by 10-20%. A source that can drive overall contact center costs down by 20-30%. **Isn't it time you put it to use to drive your shareholder value?**



Measuring the box doesn't show what's in it.

AHT, FCR, CSAT, NPS!! Helpful snapshots no doubt, but knowing the dimensions of the box doesn't tell you what's inside.

Today, interactions are a black box. Datanautix opens up the box to understand its contents. Inside the box is where the customer's actual experience lives. Inside the box is the flow of the interaction, the key events, expectations being met or not met – the deeper insight that you need to achieve breakthrough improvements in your contact centers. While some companies continue to throw money at new ways to measure the box, our clients look inside the box to turn their interactions into an asset, and break into new levels of operational performance.

**Drive customer satisfaction up by 10-20%.
Reduce your call center operational costs by 20-30%. Unleash the full potential of your customer contact center today.**

In your contact center...

How do you decide what metric is the priority? What do your agents do to meet the metric?

When you listen to calls, does it reveal information that can't be found by just looking at your basic contact center metrics?

Do your measures capture the customers' key experiences? Do they tell you the flow of the call? How about the key events and context of the interaction?

Do you know from your interactions where you stand in your customer's mind versus the competition? Are you able to apply that knowledge where it has the "greatest bang for the buck"?

Can you analyze with each interaction how customer expectations are either met or not met? Could this knowledge be applied to drive profitability and loyalty?

Do you want these answers before your peers? Then read the following case studies to see what Datanautix can do for you.

PROACTIVE

Intelligent Interaction Analytix™ is a process to listen to and capture the **VOICE OF THE CUSTOMER** to increase **LIFETIME CUSTOMER VALUE**.

ACTIONABLE

We classify call elements with over 100 unique identifiers to provide **FACT BASED ANALYSIS** of call center operations to allow for **RAPID IMPLEMENTATION** of high impact changes.

PREDICTIVE

Intelligent Interaction Analytix™ quantifies qualitative data to engage in **ROOT CAUSE ANALYSIS** of trends and patterns to drive sustainable **HIGH ROI** process changes.

FOCUSED

Starting with a customer centric approach to understanding the interaction allows us to capture customer **MOMENTS OF TRUTH** to identify **UNMET CUSTOMER NEEDS**.

Consistently
achieving 20-30%
reduction in
customer support
costs.

Reliably adding
10-20% to our
clients' customer
satisfaction
scores.

Case Study: Major Telecommunications Provider

Situation - Large US wireless telecom provider, offshore operation managed by 3rd party outsourcer, outsourcer unable to drive predictable improvements in customer satisfaction scores despite process improvement initiatives.

Datanautix Findings - Agent measurement process was driving behaviors that were NOT customer-centric...key questions on satisfaction surveys were misinterpreted by customers...customer expectations varied by customer demographics.

Key Outcomes - Improved overall customer satisfaction scores by over 20%, developed predictive model that enabled client to anticipate changes in customer satisfaction and take preemptive action, site specific scores went from bottom quartile performance to top 10% performance.

Case Study: Major Financial Institution

Situation - Primary call drivers were free trial activation and service cancellation, conversion rate of customers from free trial period to paid services was under 5%, service was a combination of credit reports and identity theft insurance.

Datanautix Findings - Over 70% of total call time was spent on "save scripts" for service cancellation calls...save statements were confusing and resulted in strong expressions of customer frustration...large number of callers were canceling their service because they did not understand how to use it.

Key Outcomes - Call flow changed from "reactive saves" to "proactive education" with focus on educating callers as part of service activation. Benefit statement refocused from credit reports to value of the insurance. Significantly reduced save scripts and focused on capturing cancellation reasons as input to marketing. Customer cancellation rates dropped over 15% while satisfaction increased 10%.

Case Study: Global Consumer Products Brand

Situation - Highly loyal customers with strong advocacy scores, calls were significantly longer than target and overall customer satisfaction scores were lower than expected.

Datanautix Findings - Canned "scripts" structured to limit liability were pushing away customers...large percentage of callers were mailed coupons with no measurable impact on overall customer satisfaction scores...found strong verbal expressions of high loyalty and "love for the brand".

Key Outcomes - Lowered support costs by reducing the number of coupons given out, agents probed "brand lovers" for new product ideas at a fraction of cost of market research, overall reduction in call length by 15% and improvement in customer satisfaction of over 10% by eliminating the liability scripts.

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